MONTEREY COUNTY

THE BOARD OF SUPERVISORS

1000 SOUTH MAIN STREET, SUITE 213, SALINAS, CA 93901

JUDY PENNYCOOK SUPERVISOR - DISTRICT 2

AIDE TO THE SUPERVISOR, JEANETTE HUGHES CLERK TO THE SUPERVISOR, DEE EDWARDS

(408) 755-5022 (408) 647-7722 FAX (408) 755-5431

January 23, 1997

Mark P. Faylor General Manager KCBA TV 35 1550 Moffett St. Salinas, CA 93905

Dear Mark:

Thank you so much for all your assistance and support for the North Monterey County High School Band's Evening Extravaganza. The community response was overwhelming and KCBA's and KCCN's assistance helped us not only meet but exceed our goal.

Thank you so much for your continuing support.

Very truly yours,

Supervisor, 2nd District

Monterey County

JLEP:jsh



22 January 1997

MARTIN H. HARRISON, Director Of Promotions KCCN Television Channel 46 CBS 1550 Moffett Street Salinas, CA 93905

(408) 784-1702

Mr. Harrison:

On behalf of Monterey Peninsula College, the Department of Cinema/Video and the students of MPC C/V 120, I want to express our appreciation to KCCN Television and to you in particular. The tour and presentation you made to our class in December was the <u>perfect</u> conclusion to our semester of study in television and video. Your knowledge of the broadcasting business and willingness to donate your time to explain and demonstrate the operation of your television station and to answer our many questions, has provided these students with an insight they could gain no other way.

The comments I received from the students afterward were overwhelmingly positive. They expressed their gratitude for the opportunity to meet you, see your facility and learn about the behind-the-scenes operation of a TV station. This was a great tour!

I appreciate your offer to establish two internships at your facility for our advanced students. I will be in contact with you in this regard when we begin our intern placements.

Thank you very much.

Sincerely,

John L. Robbins, Instructor Monterey Peninsula College

Cinema/Video 120

P O Box 1604, Monterey, CA 93942

(408) 646-1704 24 hour message line

(408) 394-9354 24 hour fax line

cc: Pat Boles, Art Division Chair

Gary Quinonez, Art Department Chair

September 26, 1996 P. O. Box 1774 Carmel Valley, Ca., 93924

The Honorable Reed E. Hundt. Chairman Federal Communications Commission 1919 M. Street, N.W. Washington, D. C. 20554

Subject. Broadcast License Renewal---KCCN (CBS) Channel 46, Monterey, Ca.

Dear Chairman Hundt:

Last Tuesday night Monterey County Deputy Sheriff Anthony Olson died in the line of duty. He was a fine person. He was a dedicated professional.

I viewed the coverage of Deputy Olson's death on KCCN (CBS) Channel 46, Monterey, Ca. during the 6 and 11 o'clock news telecasts. I was very impressed with the quality of journalism and the commitment the station displayed relative to serving the community within its signal area. I was particularly impressed with the support KCCN gave Sheriff Norman Hicks and the Monterey County Sheriff's Department. Please note the attached copy of my letter to Mr. Mark Faylor, Station Manager, KCCN (CBS) Channel 46, Monterey, Ca., dated September 26, 1996.

I understand that KCCN intends to request a renewal of its Broadcast License during the last quarter of 1998. Please place this letter and the above noted attachment in the proper file as a indication of KCCN (CBS) Channel 46's commitment to Public Service.

Sincerely

Horbrann

✓ cc: Mr. Mark Faylor, Station Manager, KCCN (CBS) Channel 46, Monterey, Ca. Sheriff Norman G. Hicks. Monterey County Sheriff's Department

September 26, 1996 P. O. Box 1774 Carmel Valley, Ca., 93924

Mr. Mark Faylor, Station Manager KCCN (CBS) Channel 46 2200 Garden Road Monterey, Ca., 93940

Dear Mr Favior

Last Tuesday night, while answering a domestic violence call in a rural section of Monterey County, Deputy Sheriff Anthony Olson's patrol vehicle plunged about 400 feet down a cliff. Deputy Olson died in the line of duty.

I want you to compliment your staff relative to the coverage given this tragedy on the 6 and 11 o'clock news telecasts.

- 1. LEAD POSITION-Because of the importance of this occurance to the community, this matter was placed in the first position within the telecast.
- 2. EXTENT OF COVERAGE-You devoted upwards of three (3) minutes which, in the current bit/byte mode of "newscasting" these days, indicates the degree of commitment you have with respect to public service.
- 3. USE OF ASSETS-Your film crews interviewed Sheriff Norman G. Hicks and Lt. David Allard and took pictures of the crash scene. Your people gathered information about Deputy Olson and about the extensive training Deputy Olson received within his Department. It was costly, but it was for the public good.

The coverage was compassionate as well as objective. The various production elements were polished to a high professional standard. The tone of the entire work was positive and supportive of the efforts of our Deputies to protect and serve our citizens at the risk of their lives. You performed a true service to the public.

Sincerely.

H I Hofmann

cc: Sheriff Norman G. Hicks. Monterey County Sheriff's Department



Santa Cruz County Chan

Santa Cruz County Chapter 2960 Soquel Avenue Santa Cruz, CA 95062-1498 (408) 462-2881 FAX: (408) 462-5996 Watsonville Training Center 73 Hangar Way Watsonville, CA 95076-2403 (408) 722-3801

October 11,1996

KCCN 46 1550 MOFFETT ST SALINAS, CA 93905

Dear Amanda:

Speaking for the American Red Cross and the people we serve, I would like to extend our deepest appreciation to you for the generous donation of a Gift Certificate for a Special Tour of KCCN News Operation, meet with Talent!

Your generous donation will be auctioned off, on November 16, 1996 at A & A Auction 925 41st Avenue, Santa Cruz, CA funds raised from this event will help your American Red Cross deliver our services to people, according to our mission -- to help our community prepare for, respond to and mitigate disasters. In this particularly crucial time, your donation is especially welcome.

The American Red Cross is a tax-exempt, nonprofit organization as described in section 501(c)(3) of the IRS code of 1984, as amended. Our tax identification number is 94-3045430. Adequate records will be maintained and made available to the IRS upon request. For Federal Tax purposes, no goods or services were provided to you by the American Red Cross in conjunction with your contribution.

For all of those who will benefit from the use of your donation thank you for this outstanding contribution to the humanitarian work of the Red Cross.

Sincerely

Patsy Hernandez

Auction 96'
Coordinator





October 31, 1996

Barry Brown KCCN-TV 1550 Moffett St. Salinas, CA 93905

Dear Barry:

The Monterey County Hospitality Association Board of Directors and Golf Committee, wish to extend their sincere thanks for your support of our golf tournament. We appreciate the time and effort you gave as Master of Ceremonies during the golf tournament dinner.

Thank you again for your support of the Monterey County Hospitality Association. We look forward to another great year in 1997.

Best regards,

Best Regards.

Mark Silacci

Golf Chairman

Sam Teel President, MCHA

10-8-96

Dear amanda.

A million thanks to your KCON & Statt for your great Sponsorship of "a Day For The animals" We truly apprecist all your support + assistance as usual, Karina + Heididid a great sot with the crowds once again, thank your for everything! Cordially Susan Grandine

Dear Nemual Marager: Sept 1996

A want to take this
exportunity to thank CBS

Channel 46 for a wonderful
fall lineup of family viewing.

Year decision and good judgement to show "DECENT PROGRAMING" till definitely pay off
for you in mure ways than
you can imagine.

Our family especially enjoys
"Loueped By an angel" and
"The Promiscland" The hone
and pray you write continue

after almost giving up watching TV, CBS Ch 46, Comes up with a winner year. Thanks for your new line-up of family entertainment-Touched by an Chingel, Promised fand, and Early Edition - to name a few. We, inom family, are proved to say we watch Ch 46, CBS. Thank you,

Warald & M. Lone

128 WD

551 Gibson Avenue Pacific Grove, California 93950 November 16, 1996

Arlo Barbo, Manager Station KCCN (CBS) 1050 Moffett Street Salinas, California 93935

Subject: "Golden Years" "Growing Fears"

Ms. Caroline Avedesian

Dear Mr. Barbo:

We cannot let the opportunity pass without commenting on your excellent TV Broadcast, above subject, November 12th., thru November 15th.

Ms. Caroline Avedesian is to be commended for her expertise in presenting the curriculum, providing us with information contributing to help-full services for the aged.

It excels as a worthy program to re-examine our models of health care creating a healing environment. It provided strength, hope, solace, supporting encouragement and assistance to individuals experiencing a multitude of life circumstances. The presentation was a remarkable service to the elderly, as well as an inspiration to caregivers.

The program was most appropriate in timing with the up-coming holidays.

> We would welcome a progressive follow-up program. Thank you very much.

Sincerely, Density

0. L. Beasley

OLB

O. L. Beasley Forest Hill Manor, Suite 210 551 Gibson Avenue Pacific Grove, California 93950

(408) 657-5250



Multiple Sclerosis Community Services

546 Abbott Street #11 ■ Salinas, CA 93901 ■ (408) 758-1663 ■ (Fax) 758-8380

November 26, 1996

Board of Directors

<u>President</u> Pean Flontalas

<u>Vice President</u> Barbara Sanches

Secretary Rob Skitz

Treasurer Bill Victorino

Committee Members Merion Mellett Tim O'Grady Lana Scott Dr. Dala Helman

Dr. Dale Flehm Chris Duff Pat Hikbcock Peter Ciccarelli Ada Granger

Executive Director
Connie Ciccarelli

Mr. Mark Faylor

KCBA FOX 35 & KCCN CBS 46

1550 Moffett Street Salinas, CA 93905

Dear Mark.

On behalf of Multiple Sclerosis Community Services, our Board of Directors and especially those we serve, I would like to personally thank you for your continued commitment to the O'Grady Golf Tournament.

1996 marked our Fifth Anniversary and because of your efforts, this year's tournament succeeded in raising over \$30,000.00 to directly support the many programs and services our agency provides for those afflicted with MS, their families, and friends within our tri-county communities.

The 1997 O'Grady Tournament is scheduled for Friday, September 19th. I hope that we can count on your continued committee participation next year.

Again, I thank you for your time, effort and especially the support you have given to this tournament, MSCS, and ultimately those locally whose lives are impacted by MS.

Best Wishes,

Connie J. Ciccarelli Executive Director



CITY OF PACIFIC GROVE, CALIFORNIA

OFFICE OF THE MAYOR

September 9, 1996

KCCN / KCBA 1550 Moffett St. Salinas, CA 93905

Attn: John Freeman

News Director

Dear John:

Thank you so much for providing excellent television coverage of the events surrounding the grand opening of our new Pacific Grove Youth Center.

The enthusiasm shown for this event by news reporters Maitene Osuna of KCCN and Robert Santos of KCBA and their camera crews was much-appreciated by the many people who worked so hard to make this dream come true for the youth of our city.

May I also express my appreciation for the continued support shown by KCCN and KCBA for the people, issues and events in our communities.

Please do not hesitate to call on me if I can be of assistance in any way and please share my thanks with everyone who helped to make our grand opening celebration such a success.

Sincerely,

Sandra L. Koffman

Mayor





November 21, 1996

Barry Brown KCBA-TV 35/KCCN-TV 46 1550 Moffett Street Salinas, California 93905

Dear Barry,

Thank you so much for taking time out to join us as a judge for Showcase '96. We were pleased to have you as a part of the evening. I hope it was as enjoyable for you as it was for us. The winning exhibitors who worked hard to create interesting booths really appreciated the recognition for their efforts.

Thank you again for contributing to our success.

Elaine Giuliano

Warmly.

Chair, Judging Committee

MONTEREY COUNTY

SHERIFF - MARSHAL - CORONER - PUBLIC ADMINISTRATOR'S DEPARTMENT

1414 NATIVIDAD ROAD • SALINAS, CALIFORNIA 93906 • AREA CODE (408) 755-3702 BUSINESS OFFICE

NORMAN G. HICKS

SHERIFF - MARSHAL - CORONER - PUBLIC ADMINISTRATOR

John Freeman News Director KCCN-TV/KCBA-TV 1550 Moffett Drive Salinas, CA 93905 11

October 29, 1996

Mr. Freeman,

As a Deputy Sheriff with the Monterey County Sheriff's Department Marijuana Eradication Team for the past 3 years I have had the responsibility for coordinating media raids of marijuana gardens. During this time I have had the opportunity to work with several of your reporters and videographers, and assignment desk personnel. I have found them to be, without exception, thoroughly professional, cooperative and enjoyable to work with.

The assignment editors, Richard Siegal and Robert Flores were always very flexible in assigning reporters and camera people and in changing schedules on short notice. The reporters and videographers that I can specifically recall working with include Maleene Osuna, Kevin Tosolini, Heidi Linkenbach, Vince Garrido, Sandya Patel and Ralph Cervantes. They had to put in long days in very inhospitable conditions including heat, extremely rugged terrain, poison oak, possible confrontation with armed suspects and dangerous helicopter rides. Each of the field personnel maintained their good humor and professionalism in the face of these difficult circumstances. All of them managed to keep out of our way while we working, while still being in the action enough to get good footage. It was quite an eye opener for me to see how much work goes into a short spot on the evening news.

The final product they produced was always of high quality. The reporters gave quite accurate, informative stories and the video footage was excellent. Some deputies who were working in undercover positions asked that their faces not be shown on the screen. In addition, the reporters often were told or overheard information that we asked them to keep confidential and off the air. In all of these cases the requests were granted.

I have recently been re-assigned to the Narcotics Investigations Division. Although I no longer have the responsibility for



media liaison I will stress to my supervisors that the local media, and your stations in particular, have been cooperative and can be trusted to do a fair, accurate and professional report without comprising the investigation or getting in the way of our activities.

Sincerely,

Inv. David Norum



Camilla Boolootian 1550 Moffett St., Salinas, CA 93905

October 14, 1996

Dear Camilla,

Thank you very much for running our PSA's on KCCN-TV. We have had many excited comments from our membership and volunteers who saw the SOS PSA. We really appreciate your support and your enthusiasm in helping us educate the community about the importance of clean oceans.

I apologize for not writing sooner. I was just married a few weeks ago, and the planning process took every spare moment, not to mention the honeymoon afterward. I'm now a happily married woman back to the grind!

Again, thank you very much for helping SOS bring the important message of a healthy ocean to our region.

Sincerely

Vićki Nichols

Executive Director

2222 East Cliff Drive, Suite 5A Santa Cruz, California 95062 Phone 408-462-5660 = Fax 408-462-6070 Sanctuary Watch Hotline 800-9-SHORES

Karen Fulton **Executive Director** 200 East Franklin Street Suite 220 ey, CA 3026 Phone: (408) 373-7306 Fax: (408) 373-5530 1-800-LUNG USA



August 23, 1996

Jeannie Buhert, Prog. Dir. KCCN 46 2200 Garden Road Monterey, CA 93940

Dear Jeannie,

On behalf of the American Lung Association of the Central Coast's Board ,Staff and committee, I would sincerely like to thank you for sponsoring the 1996 "Billiards, Bow Ties and Black Jack" fund-raiser.

Your commitment of community service and involvement is truly a valuable contribution in support of the American Lung Association of the Central Coast.

The success of the event was more than the players competing for prizes, dinner and good fellowship, it was joining together to raise dollars to fight lung disease through programs, education and research.

Sincerely yours,

agen Fulton

Executive Director

When You Can't ithe, thing Else ters*

(A) Printed on recycled pape



of Monterey County

"Mobilizing people and resources to deliver creative solutions to critical community problems"

- Promotion of Volunteerism Services
- Volunteer Recruitment, pre-screening & Referral
- Volunteer management workshops, training and consultation
- Board of Directors recruitment, training and referral
- Language Bank—Volunteer translation and interpretation in 36 languages
- Annual Community
 Service Awards program recognizes outstanding
 yolunteers
- Community Computer Group, reconditions and donates used computers to disabled individuals and non profit groups
- "Human Race" walkathon, raised \$96,000 last year for 100 local agencies

801 Lighthouse Avenue Monterey, CA 93940 (408)655-9234 FAX: (408)655-9244 July 4, 1996

Amanda Piper KCCN-TV 1550 Moffett Salinas, CA 93905

Dear Amanda:

Thanks to the Human Race, area non-profits are richer by some \$76,000!

And your support was a vital part in making it possible for the Volunteer Center to present this event to the community,

This was the 15th annual Human Race — and after two years of downpours, we finally had sun. A perfect day for some 1000 walkers from 106 agencies to come out for a great time and a great cause.

Besides a sunny day, this year's Human Race was remarkable for all the volunteers who helped us stage the event and the increased business support. Business support came in the form of financial underwriting, prize and food donations. All are so important. Though we work hard to keep expenses minimal, there are still bills for t-shirts, pledge forms and marketing materials. The Volunteer Center, as you know, absorbs these costs unless they are underwritten. And every year, we are getting closer to the ideal: a totally underwritten event.

The prizes and food are vital to the spirit of the day. And this year, we had some great ones (as the keeper of the prizes, I found myself solely tempted at times!) We not only had fantastic prizes for the top collectors, but also incentive prizes for those people who collected more than \$500 and those who collected more than \$100 for their favorite non-profit.

For your **being a media sponsor**, our sincere thanks. The IRS requires that we specify that you received nothing in exchange. But we hope you feel appreciated and good about being a vital part of Monterey County's largest collaborative fundraiser.

Next year's Human Race will be Saturday, May 10. Please mark your calendars - and save a spot for us in your budget!

Sincerely,

Jane Maines
Executive Director

Tia Gindick
Human Bacen bordinator



January 24, 1997

KCCN 46 2200 Garden Rd. Monterey, CA 93940

To Whom It May Concern:

On behalf of the Blind and Visually Impaired Center of Monterey County I would like to thank KCCN 46 and Karina Rusk for announcing the "Magic Christmas Box" this holiday season. As a non profit organization your support is greatly appreciated. Thank you very much, as a response to your wonderful promotion we have some new volunteers.

Sincerely,

Jean Marie Cordero

The Mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.



September 10, 1996

Ms. Amanda Piper **KCCN** 1550 Moffet Salinas, CA 93901

Dear Amanda:

On behalf of the Pastures of Heaven committee, I would like to take this opportunity to thank you again for your generous contribution to our second annual Pastures of Heaven event for the American Diabetes Association. More than \$19,000 was raised to help fund diabetes research and programs.

Those who participated in the evening's festivities were very quick to say that it was a fun and entertaining evening. Activities included a silent and live auction, a scrumptious dinner and dancing.

The support of individuals and organizations like yours was crucial to the success of this event. We truly appreciate your dedication to your community and to this worthwhile cause. For your tax purposes, our Non-profit Tax Identification number is 95-1856562.

We look forward to working with you on the third annual Pastures of Heaven event in 1997. Odds are that it will be bigger and better than ever!

Sincerely,

Anne Priante Auction Chair



October 26-27th 1996

Dear KCCN,

The first Santa Cruz Kite festival met with great success. There was Plenty of wind and the gods smiled on us with sunshine too.

Thanks to sponsors like yourself the whole event was made possible. This founding festival paves the way for the upcoming years where we grow and spread our wings to include even more special attractions and lots of fun.

Kiting is a family sport where people are all equal and anyone at any age is welcome and can participate. We thank you for sharing in something that brings smiles and laughter to many happy flyers.

Thank you Very Wery Much for your contributions we couldn't have done it without you!

Best Regards,

Peter and Linda Betancourt

Santa Cruz Kite Festival.



November 22, 1996

Barry Brown KCCN-TV 1550 Moffett Salinas, CA 93905

Dear Barry,

I have heard you on television many times, but had never had the opportunity to hear you speak in person before until you were Master of Ceremonies at the Hospitality Recognition Luncheon. I hope KCCN realizes how much hidden talent you have. You have a great sense of humor and outstanding speaking abilities.

Your participation at this event made it a very special one. Best wishes to you for a wonderful holiday season, and a happy, healthy and prosperous new year.

Warm regards,

Ted J. Balestreri

President



Multiple Sclerosis Community Services

546 Abbott Street #11 ■ Salinas, CA 93901 ■ (408) 758-1663 ■ (Fax) 758-8380

November 26, 1996

Board of Directors

President Tean Hontales

Vice President Barbara Sanches

Secretary Rob Skrite

Treasurer Bill Victorino Mr. Barry Brown KCCN CBS 46 1550 Moffett Street Salinas, CA 93905

Committee Member: Marion Mallett Tim O'Gredy Lena Scott Dr. Dela Helmen Cbris Duff Pet Hilcbcock

Ada Granger

Executive Director

Connie Ciccarelii

Peter Ciccarelli

Dear Barry,

On behalf of Multiple Sclerosis Community Services, our Board of Directors and especially those we serve, I would like to personally thank you for your continued commitment to the O'Grady Golf Tournament.

1996 marked our Fifth Anniversary and this year's tournament succeeded in raising over \$30,000.00 to directly support the many programs and services our agency provides for those afflicted with MS, their families, and friends within our tri-county communities.

The 1997 O'Grady Tournament is scheduled for Friday, September 19th. I hope that we can count on your continued participation next year.

Again, I thank you for your time, effort and especially the support you have given to this tournament, MSCS, and ultimately those locally whose lives are impacted by MS.

Best Wishes.

Connie J. Ciccarelli Executive Director BARRY AGAIN MASLER
THANKS AGAIN MASLER
THANKS OUR MASLER
DELT CLEREMONES.



Family Service Agency of the Monterey Peninsula

544 Pearl Street Monterey, CA 93940 Telephone (408) 373-4421 Fax (408) 373-7410

M

December 10, 1996

Ms. Amanda Piper Director of Marketing KCCN 1150 Moffett Salinas, CA 93905

RE: Sponsorship Proposal

Dear Ms. Piper:

Thank you for the valuable information you provided me at the United Way's Media Workshop last Thursday. I am extremely grateful for your help and consideration of KCCN's sponsorship of the Family Services Agency of the Monterey Peninsula.

FSA's Fiftieth Anniversary is scheduled for April 20, 1997. The Board of Directors intends to use this celebration of "Families" as a event to thank the many individuals and organizations that have supported and guided FSA over the past 50 years and into the 21st Century.

Please find enclosed a copy of our latest newsletter and our Celebrate Families pamphlet. They will provide you with additional information about FSA, as well as some helpful tips to get you through the stress of the Holiday Season.

I look forward to hearing from you. Again, thank you for your consideration. If you have any questions or need further information, please call me at 373-4421.

Sincerely,

Dorothy Laage,

Development Associate

Employee ID #94-1156274

